

AMENDMENT TO THE ABSTRACT OF DISCLOSURE:

Please delete the previous Abstract of Disclosure, and add the new Abstract as follows:

--A Web-based electronic commerce (EC) enabled shopping network configured to allow members of a consumer product management team and authorized parties to communicate directly with consumers shopping at EC-enabled WWW-sites along the World Wide Web (WWW), serviced by programmable Multi-Mode Virtual Kiosks (MMVKs) driven by server-side components and managed by product management team members and authorized parties. When generated by the first Internet-enabled information server, each MMVK has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes. Upon the Web-browser of each consumer encountering an installed MMVK tag along an EC-enabled Website, the corresponding server-side driven MMVK is automatically generated by the first Internet-enabled information server and served to the Web browser for display and review by the consumer. --